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2 What is claimed is:

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4 1. A method for attracting customers to an e-commerce supplier's on-line
5 representation,

6 wherein an on-line game is provided for the customers within the, or linked
7 to the, on-line representation;

8 a customer who plays the game gets a reward or a prospect of a reward;

9 wherein the game has to be played repeatedly by the customer in order to
10 get the reward or increase or maintain the prospect of the reward.

11
12 2. The method of claim 1, wherein the on-line game is at least one of a
13 collecting game, a search game, a puzzle and a quiz.

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15 3. The method of claim 1, wherein the customer has to visit different
16 pages of the on-line representation in order to play the game.

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18 4. The method of claim 1, wherein the reward is a rebate on items
19 offered in the on-line representation, or a prize.

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21 5. The method of claim 1, wherein, each further time the customer plays
22 the game, the customer can increase his prospect of the reward and, when a
23 certain score is reached, can get the reward.

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25 6. The method of claim 1, wherein the game must be played at least one
26 further time in order to transform a prospect of a reward into the reward.

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28 7. The method of claim 1, wherein the customer has to replay the game
29 a certain minimum number of times in order to get the reward or increase or
30 maintain the prospect of the reward.

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2 8. The method of claim 1, wherein, if the customer does not play a
3 further game within a certain period of time, an already-acquired prospect of a
4 reward is gradually or suddenly reduced.

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6 9. The method of claim 1, wherein the customer has to replay the game
7 periodically in order to get the reward or increase or maintain the prospect of the
8 reward.

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10 10. An on-line store in which an on-line game is provided for customers
11 within the, or linked to the, on-line store;

12 the on-line store is arranged in such a way that a customer who plays the
13 game gets a reward or a prospect of a reward; and

14 the game has to be played repeatedly by the customer in order to get the
15 reward or increase or maintain the prospect of the reward.

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17 11. The on-line store of claim 10, wherein the on-line game is at least one
18 of a collecting game, a search game, a puzzle and a quiz.

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20 12. The on-line store of claim 10, wherein the customer has to visit
21 different pages of the on-line store in order to play the game.

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23 13. The on-line store of claim 10, wherein the reward is a rebate on items
24 offered in the on-line store, or a prize.

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26 14. The on-line store of claim 10, wherein, each further time the customer
27 plays the game, the customer can increase his prospect of the reward and,
28 when a certain score is reached, can get the reward.

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1 15. The on-line store of claim 10, wherein the game must be played at
2 least one further time in order to transform a prospect of a reward into the
3 reward.

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5 16. The on-line store of claim 10, wherein the customer has to replay the
6 game a certain minimum number of times in order to get the reward or increase
7 or maintain the prospect of the reward.

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9 17. The on-line store of claim 10, wherein, if the customer does not play a
10 further game within a certain period of time, an already-acquired prospect of a
11 reward is gradually or suddenly reduced.

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13 18. The on-line store of claim 10, wherein the customer has to replay the
14 game periodically in order to get the reward or increase or maintain the prospect
15 of the reward.

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17 19. An assembly of Web pages representing an e-commerce supplier's on-
18 line representation in which an on-line game is provided for the customer, said
19 Web pages are to be sent to the customer over the Internet;

20 the Web pages are arranged in such a way that a customer who plays the
21 game gets a reward or a prospect of a reward; and

22 the game has to be played repeatedly by the customer in order to get the
23 reward or increase or maintain the prospect of the reward.

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25 20. The assembly of Web pages of claim 19, wherein the on-line game is
26 at least one of a collecting game, a search game, a puzzle and a quiz.

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28 21. The assembly of Web pages of claim 19, wherein the on-line game is
29 distributed over several Web pages of the assembly.

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2 22. The assembly of Web pages of claim 19, wherein the reward is a
3 rebate on items offered in the on-line store, or a prize.

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5 23. The assembly of Web pages of claim 19, wherein, each further time
6 the customer plays the game, the customer can increase his prospect of the
7 reward and, when a certain score is reached, can get the reward.

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9 24. The assembly of Web pages of claim 19, wherein the game must be
10 played at least one further time in order to transform a prospect of a reward into
11 the reward.

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13 25. The assembly of Web pages of claim 19, wherein the customer has to
14 replay the game a certain minimum number of times in order to get the reward
15 or increase or maintain the prospect of the reward.

16
17 26. The assembly of Web pages of claim 19, wherein, if the customer
18 does not play a further game within a certain period of time, an already-acquired
19 prospect of a reward is gradually or suddenly reduced.

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21 27. The assembly of Web pages of claim 19, wherein the customer has to
22 replay the game periodically in order to get the reward or increase or maintain
23 the prospect of the reward.

24
25 28. A server computer system for providing an on-line game to be played
26 within an, or linked to an, on-line store, comprising:

27 a game component which is arranged in such a way that a customer can
28 play the on-line game and can get a reward or a prospect of a reward;

29 a storage component which stores user-specific game data;

1 a game-continuation-identification component which identifies a customer
2 who replays the game in order to get the reward or increase or maintain a
3 prospect of a reward;

4 a rewarding component which grants the reward to the customer or
5 increases or maintains the customer's prospect of a reward.

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7 29. The server computer system of claim 28, wherein the on-line game is
8 at least one of a collecting game, a search game, a puzzle and a quiz.

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10 30. The server computer system of claim 28, wherein the customer has to
11 visit different pages of the on-line store in order to play the game.

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13 31. The server computer system of claim 28, wherein the reward is a
14 rebate on items offered in the on-line store, or a prize.

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16 32. The server computer system of claim 28, wherein, each further time
17 the customer plays the game, the customer can increase his prospect of the
18 reward and, when a certain score is reached, can get the reward.

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20 33. The server computer system of claim 28, wherein the game must be
21 played at least one further time in order to transform a prospect of a reward into
22 the reward.

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24 34. The server computer system of claim 28, wherein the customer has to
25 replay the game a certain minimum number of times in order to get the reward
26 or increase or maintain the prospect of the reward.

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28 35. The server computer system of claim 28, wherein, if the customer
29 does not play a further game within a certain period of time, an already-acquired
30 prospect of a reward is gradually or suddenly reduced.

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2 36. The server computer system of claim 28, wherein the customer has to
3 replay the game periodically in order to get the reward or increase or maintain
4 the prospect of the reward.